

cc: Larry



Inter Office Memo

Handwritten initials, possibly "RCS" or "RCSW", in dark ink.

TO: Area Vice Presidents
Region Sales Managers
RJR ROUs for Distribution to:
RJR/WAM Account Managers

FROM: L. S. Schreiber

SUBJECT: WAM 1996 Promotional Program and
Philip Morris "Exclusive" Retailers

DATE: November 6, 1995

Please review our letter to WAM Enterprises for WAM Distributors, setting forth a change from our previous 1996 Promotional Menu which was to be available to all WAM Retailers for 1996.

We are asking WAM Distributors to exclude only our 1996 National Promotions which occur in March, April, July, August, and December from being sold only to retailers who are participating in Philip Morris "Exclusive" Contract Program... all other WAM Retailers can receive the National Promotions.

We will not exclude WAM Retailers who are Philip Morris "Exclusive" Contract customers from receiving our "Signature" Brand, "Signature" Promotions, and the other 4-carton displays @ \$1.50 scheduled for January, February, May, June, September, October, November.

Our judgment is that allowing PM "Exclusive" Retailers to receive some selected programs above, will assist in gaining distribution on selected SKUs on full price brands and be competitive with "Signature" with other low-end brands in "Exclusive" PM retailers, while not compromising our strategy of favoring only our Partners with our National Promotions.

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WAM DISTRIBUTORS / RJR ACCOUNT MANAGERS

Distributor	SIS No.	Sales Area	Region Manager	Account Manager	Div. No.	Reg. No.
Minter Weisman - Minneapolis, MN	428880	6000	T. Renehan	G. Palmer	6344	6300
MarMax - Rockland, IL	632644	6000	S. Karambelas	P. Stromgren	6241	6200
MarMax (Gordons) Des Moines	632646	6000	S. Karambelas	K. Claxton	6241	6200
SouthCo Dist. - Goldsboro, NC	605460	2000	G. Young	J. Sanders	2934	2900
City Wholesale - Birmingham, AL	112440	2000	B. Rissler	J. Wass	N/A	2200
Charles M. Sledd - Wheeling, WV	594120	1000	P. Schmidt	T. Varde	1740	1700
Pine State Tobacco - Augusta, ME	503160	1000	R. Kane	E. Venooker	1122	1100
Hagmans Corp. - Topeka, KS	256820	6000	D. Garrison	D. Brendel	6647	6600
Hagmans - Lenexa, KS (F. S. Edwards)	257160	6000	D. Garrison	D. Brendel	6647	6600
Hagmans - Wichita, KS	259335	6000	D. Garrison	S. Bremer	6645	6600
Hagmans - Hays, KS	366586	6000	D. Garrison	S. Bremer	6645	6600
Hagmans Corp. - Pittsburgh, KS	256920	6000	D. Garrison	D. Brendel	6647	6600
Hagmans, Inc. - Springfield, MO	257100	6000	D. Garrison	L. Powell	6647	6600
Hagmans, Inc. - Stillwater, OK	659795	6000	D. Garrison	S. Uribe	6645	6600
City Sales, Inc. - Highland, IN	958358	6000	S. Karambelas	S. Pagane	6200	6200
Cooper-Booth - Lancaster, PA	130560	1000	P. Schmidt	C. Moser	1742	1700
Axton Candy & Tob. - Louisville, KY	029160	1000	L. Poole	D. Murley	1842	1800
A. E. Wease Dist. - De Soto, MO	680400	6000	C. Van H. Dern	N. Peterson	6940	6900
Gem State - Pocatello, ID	762670	5000	G. Haisch	D. Stewart	5641	5600
Gem State - Albuquerque, NM	477320	6000	D. Garrison	M. Moore	6644	6600
Cash WA Dist. - Kearney, NE	034222	6000	D. Garrison	S. Meyers	6641	6600
Mountain Service - S. Fallsburg, NY	442680	1000	R. Farmer	R. Tanchyk	1642	1600
Peter Dennis - Phillipsburg, NJ	153480	1000	M. Young	L. Wolfe	1240	1200
Gummer Wholesale - Heath, OH	251350	1000	L. Poole	N. McCleary	1844	1800

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